

# **Exhibit I**

## HERMAN JONES LLP

ATLANTA - NEWARK - SEATTLE

Candace N. Smith  
csmith@hermanjones.com

January 19, 2024

### ELECTRONIC MAIL

Jeanette Bayoumi  
Freshfields Bruckhaus Deringer US LLP  
601 Lexington Avenue, 31<sup>st</sup> Floor  
New York, NY 10022  
(212) 277-4000 (main)  
Jeanette.bayoumi@freshfields.com

Re: *In re Google Digital Advertising Antitrust Litigation*; No. 1:21-md-03010 (PKC)  
Inform, Inc.'s Responses to Defendants' First Set of Interrogatories

Dear Jeanette:

I write in response to your letter regarding Inform's Interrogatory responses.

As you may have been apprised, we conducted a meet and confer again today with Google (with Rob, Eric, Ben and Matt) during which this issue, among others, was addressed. We informed your colleagues who attended that, while we do not agree with you that our responses are deficient in any way, we will continue to work in good faith to accommodate your request for a supplement. We also reminded your colleagues that we requested that you cure your deficient Initial Disclosures back in July.

As I said in our meet and confer today, we are continuing to work in good faith to get additional information to you, to the extent that it exists. As was acknowledged in the call by your colleagues, we are in a unique and challenging position, as Inform is no longer a going concern. Again, we are working to accommodate your request.

As always, if you would like to speak further, please reach out to me at 404-504-6508. I previously provided you with my home number as a courtesy while I was out.

Ms. Jeanette Bayoumi  
January 19, 2024  
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Sincerely,

/s/ Candace N. Smith  
CANDACE N. SMITH  
HERMAN JONES LLP

CNS/cns